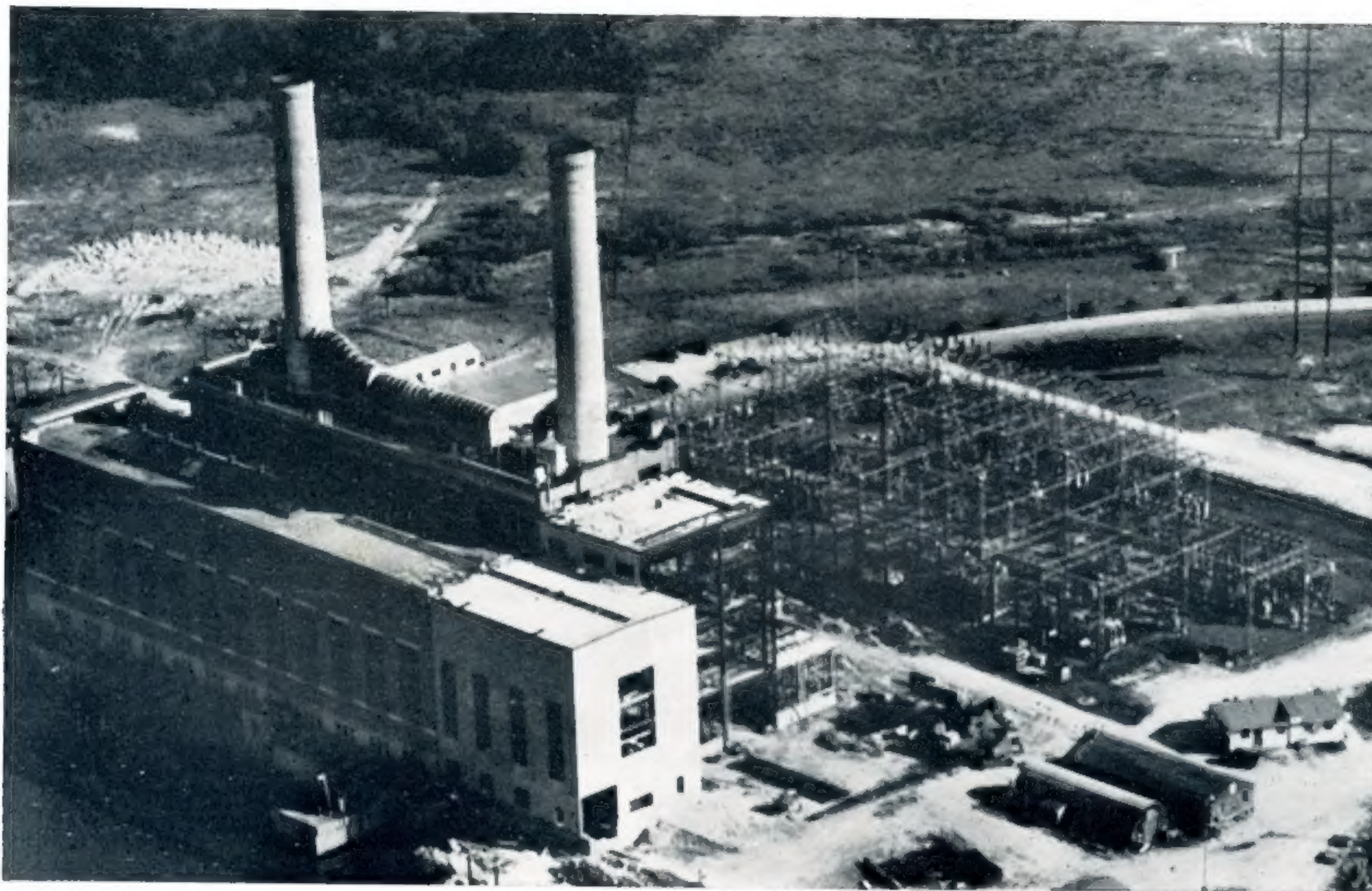


NECHES GENERATING STATION





**NECHES GENERATING STATION — JULY 1, 1948**

#### **PROGRESS REPORT ON UNIT NO. 4**

Our cover and the above picture show the Neches Generating Station as it appeared July 1. Progress of construction for the No. 4 unit can be readily seen at the right end of the picture on this page and on the left of the cover picture. This addition to the already big plant is equivalent in height to an eight story building and covers an area of almost 10,000 square feet. The new addition will increase the turbine room (next to the river) to a length of 360 feet and the boiler room to 288 feet. The width of the building is 135 feet.

Other details on the progress of the installation of the No. 4 unit as furnished by Stone & Webster engineers are as follows:

The steel work is 95% complete and the building exterior is approximately 90% enclosed. Erection of the big boiler is about 90% complete and ready for setting. The electrical bay (the small building between the substation and the boiler room) is ready for the 50,000 bricks which it will take to enclose it, and the substation duct work is completed. The new turbine is scheduled for delivery in December and the entire station is scheduled for completion on or before May 1, 1949.

A total of 210 craftworkers and laborers were working on the job as of July 1.



## G.S.U. RESTATES MERCHANDISE POLICY

The latest trade news indicates that slowly but surely electrical merchandise is approaching pre-war availability. This is further proven by looking in the store windows and sales floors throughout the country. Because of the apparent plentifulness of this merchandise, many employees of our company have been inquiring again about Gulf States' merchandising policy, particularly as it pertains to employees. Plain Talks has obtained from F. Parker Allen, manager of residential sales, the following statement about our sales policy.

As previously published, the company's policy with reference to the sale of appliances to the public is to limit this activity to a relatively few items, and these only when the supply is large enough for them to be plentiful. Specifically, only ranges and water heaters, of the major appliances, will be sold for the present, with two-temperature refrigerators to be added later. Of course, many of the smaller appliances are now being sold and will continue to be sold.

### EMPLOYEE PURCHASES

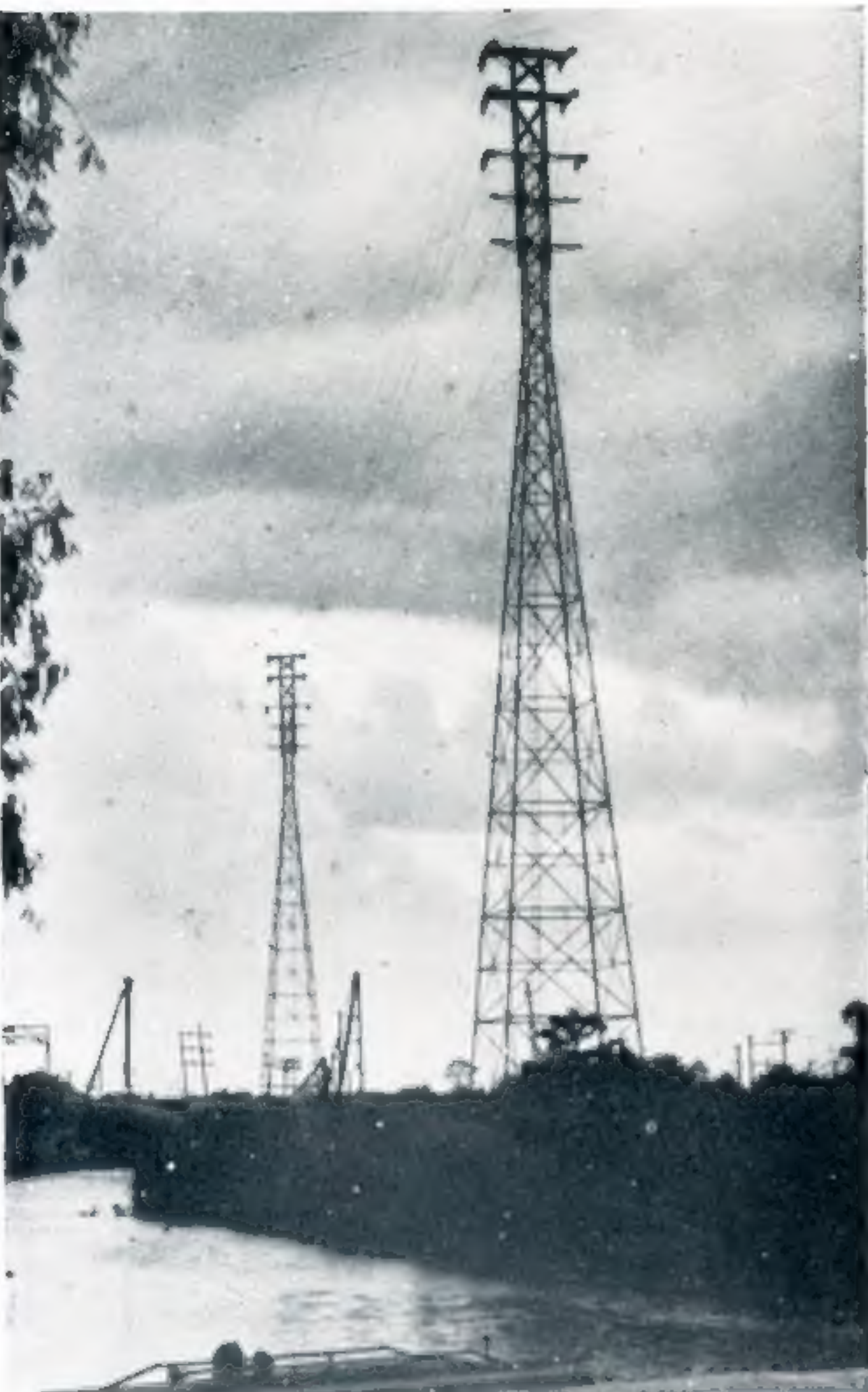
To employees the company will make available practically all domestic appliances, with the exception of radios and a few other minor items. At the present time the following items are being produced in sufficient quantity to be almost immediately obtained by employees: Washing machines (both automatic and con-

ventional types), ranges, water heaters, electric sinks, disposal units, vacuum cleaners, fans (10" desk and attic and window types) roasters, mixers, coffeemakers, flat irons, blankets, heating pads, floor and table lamps, and clocks.

Other appliances are now available, but shipments are irregular and there may be some delay in delivery. These scarcer items are: Toasters, waffle irons, percolators, and home freezers.

Refrigerators are about the only item that still remain on the hard-to-get list, and employees will be compelled to wait for these. Every effort is being made by the sales department to obtain as many refrigerators as possible for the use of employees, but according to reports from manufacturers the situation will remain as it is until late fall of this year.

In announcing that the above appliances are now available, it does not mean that an adequate stock can be maintained in every town in which we have employees. An attempt will be made to carry a limited quantity in the following division points: Baton Rouge, Lake Charles, Beaumont, Port Arthur and Navasota. It is suggested that employees either contact their local superintendent or division sales superintendent with reference to the purchase of any appliance which he may desire if it is not obtainable from a local



Transmission Line Crossing—Orange

Gulf States linemen did a neat piece of aerial work in May when they put an extra 14 feet of height on the 66 kv crossing towers over the Sabine River at Orange. The already tall towers, one in Texas and one in Louisiana, rise to a long 125 feet on their own frame of latticed steel, but even this height wasn't enough to clear many of Uncle Sam's naval vessels which have to go under our hi-line to get to their berths just a short piece upstream from the crossing.

These big ships are moved downstream periodically for reconditioning, and every time one of the bigger vessels moved back and forth it meant killing this important line and an expensive and painstaking job of raising the lower conductors. In view of this it was deemed economical to raise the circuits permanently, and accordingly the system engineering department designed a means of extending the structure.

Engineer N. C. Spencer drew plans providing for the attachment of 4-6" X 8" creosoted timbers 30 feet long to the top of the steel tower, with two 12' wooden crossarms on the extension for the two top conductor positions. The bottom conductors were then placed on the steel tower crossarm which formerly had been the top position. This arrangement extends 15' above the tower and gives an increased clearance of 14 feet above the water.

Superintendent C. H. Meeks of Orange says that as long as the river remains at least 1½ feet below mean low tide all ships except one, the Marquette, will be able to pass without any danger to the line or the vessel. He added that this wooden superstructure would remain in use until the new towers for the 132kv line being built could be erected. These new towers are scheduled for completion sometime in the fall.

The special nature of this job, necessitating the utilization of barges, boats, trucks and other equipment, required more linemen than were available in Orange so two crews from Beaumont were sent over to help with the work.

Orange linemen who worked on the towers are: E. R. Harrison, E. R. Vick, T. T. Hodges,



Sales superintendents and lighting and power sales engineers from all over the system held their first general meeting in about a year in Beaumont during June. Matters of interest to all the attending staff members were taken up during the first part of the meeting, with the meeting breaking into two sessions later. One of these was comprised of power and lighting sales members and the other merchandise sales.

E. C. Adams, superintendent of engineering

H. L. Michell, Johnnie Ferguson, Johnnie Nicks, Bobby Bland, Bill Perry, J. E. Ickles, Jr., J. C. Morgan, G. W. Dailey, V. W. Durke, R. H. Steele, and W. L. Armstrong,

Members of the Beaumont line crews were: Jimmy Morrison, E. S. Wall, Ray Childress,

and W. H. Geiseke, secretary, were special guests at the meeting and made interesting and enlightening reports on the construction and financing programs the company has launched during the past several years, and the effects these activities will have on the sales departments.

The accompanying pictures show (top left) Mr. Geiseke making his report to the general meeting, and (right) the power sales and lighting sales group in session. The merchandising section is shown in the lower scenes.

E. L. Priest, J. L. Osborne, R. E. Cowart, L. G. Hickman, C. R. Larpenter, C. L. Schooley and J. C. Phillips. Oak Ewing, Fred Farenthold, H. A. Bearden, R. S. Robinson, L. C. McCulluh, Frank Smith P. V. Morreale, and W. A. Cain.





Betty Alexander and 10,000 G.S.U. dividend checks.

#### STOCKHOLDERS GET PAYDAY

—Pretty Betty Alexander of our Company's Corporation Department stands practically up to her neck in Gulf States' quarterly dividend checks just before they were mailed out several weeks ago. Approximately 10,000 persons and institutions in 47 states and 13 foreign countries got one of these checks which range in amounts of 25c upward, depending on the number of shares of common or preferred stock ownership.

These checks represent pay to the many investors in our company whose money we have used, and are now using in our expansion program. Dividend checks were formerly mailed from Boston, but since Gulf States has been an independent company our own Corporation Department performs this duty along with the many others pertaining to the financing end of our business.

#### Jennings La. Votes G.S.U. Franchise

*It's only human to throw out your chest and glow with pride when you get a pat on the back for a job well done. That's why Plain Talks is happy to report that the citizens of Jennings, Louisiana went to the polls on June 1 to vote on granting Gulf States an electric franchise, and indicated their satisfaction with our service by the overwhelming majority of 866 to 6. The new franchise voted by these good citizens is for a term of 25 years.*

### BEAUMONT R. K. BOWLERS CELEBRATE

Beaumont pin busters climaxed one of the biggest and best bowling seasons in Reddy Kilowatt League history during May and on May 22 this group got together for one of the best annual season's end parties ever held.

Out of 85 regular bowlers some 60 odd members begged off one extra night from the little woman and attended the big party. It was worth the scolding for staying a little late, too. The party was held at the Neches Station assembly hall, which was provided through the Arrangements Committee, headed by Roy Henckel.

The food committee of R. M. Tompkins, chairman, and C. L. Shannon and P. L. Davis had a scrumptious meal of baked ham, shrimp, jambalaya and various additions that make a meal real good, and the boys did a swell job of showing their appreciation for this layout. They ate practically every morsel. The baked ham was extra good because it was prepared by Grace Brooks, local home service advisor. A committee of Bob Wynn and Fred Tenholder put the finishing touches on the meal by furnishing the delicious, cold and complimentary refreshments.

After the meal Bob Guidry, who was chairman of the prize committee took over for the presentation of awards and prizes. Red Dunham, who cleaned up on the prizes last year, again won the High Series award, and tied for High Average, but due to a change in rules was permitted to receive only the High Series prize. Bob Guidry, who tied for High Average, presented himself with that prize. J. C. Cummins won the award for High Game.

Each member of the winning team received as prizes a leather wallet which contained an "extra" award of a crisp one dollar bill. Members of this team were: Carl Shannon, captain, Jimmy Cummins, Joe Robichau, C. O'Brien, Bonnie Thompson, M. A. Merchant and B. Bourque. In addition to the above prizes, each team captain was presented with a double deck of Reddy Kilowatt playing cards.

A special event of the evening was the presentation of a handsome trophy to a picked team captained by Carl Shannon and comprised of J. C. Cummins, Bill Ricks, Earl White and Joe Robichau. Acting for the Beaumont Bowling Association in lieu of the absence of its president, Tony Fontana, who is secretary of the Association, made the presentation of the trophy. Shannon and the team in turn presented the award to Beaumont Division Manager E. L. Robinson who will



**BEAUMONT BOWLING AWARDS PRESENTED** — Most of the Reddy Kilowatt Bowling League members are in the top scene, watching the preliminaries for the trophy presentations shown in the lower scenes. At lower left, Tony Fontana presents Carl Shannon with the Beaumont City Championship trophy, and, right, Carl in turn presents it to Beaumont Division Manager E. L. Robinson to keep in his office.

keep it on display in his office.

After the awards presentation came the business part of the meeting in which the new officers were elected. Reminiscent of a local Democratic party nomination, this phase of the meeting was the most active and entertaining of the evening. Amid a bedlam of noise and friendly and humorous heckling

when every partisan clamored for recognition and R. L. Wynne, secretary. Outgoing officers at one time or another, a new slate was finally selected. These new officers are: Earl White, president; W. O. Murchison, vice president; were: Red Dunham, president; and V. P. Gayle, vice president and J. C. Genaro, secretary.



## ON NEW JOBS



McKenzie



Hall



Rice



Comerford



Harrop



Bailey



Charlton



Kohler



Jumel

Samuel McKenzie has been transferred from the Baton Rouge General office to Louisiana Station. Sam began working with Gulf States in February, 1938 as a payroll clerk in the accounting department. Effective in May, he is now a Station Clerk at Louisiana Station.

H. C. "Pete" Hall, former construction clerk in the Baton Rouge accounting department has been transferred to the electric engineering department in Baton Rouge. Pete started working for the Company way back in 1925 in the operating department, then after spending some 20 years in accounting is now back in operations.

George N. Rice, formerly customer accounts clerk in Beaumont was transferred to the accounting department where he is now working as payroll clerk.

Our expanded accounting department in Beaumont is becoming acquainted with six new members. Transferred from Baton Rouge in April, they are already familiar figures in the Beaumont division. Plain Talks takes this

opportunity to introduce them to those whom they have not already met.

Tom Comerford, assistant treasurer and former chief clerk in Beaumont, Lake Charles, and Baton Rouge, has returned to Beaumont where he will head up the new plant accounting department.

John Harrop, is a new plants record clerk in the new plant accounting department. Johnny, also a former Beaumont, has been in Baton Rouge as voucher clerk and payroll clerk until 1944 when he became a general clerk.

Ed Bailey, general clerk, has been with the Company since 1928. In the accounting department in Baton Rouge until recently, he is an able addition to the Beaumont general accounting staff.

Howard Charlton, veteran accounting department employee and with the Company almost 25 years, is another general clerk in the general accounting department. This is Howard's first transfer.

Dorothy Kohler, comptometer operator and formerly a customer accounts clerk in Baton Rouge, is exercising those agile fingers in Beaumont accounting.

Kenneth Jumel, a general clerk in Baton Rouge and with the Company since 1931, is a new classification clerk in Beaumont.

### WHEN YOU CHANGE YOUR ADDRESS

—Please notify your reporter promptly. Your copies of **PLAIN TALKS** will then reach you without delay and without interruption. Uncle Sam won't forward magazines mailed third class.



BEAUMONT'S NEWEST OFFICE QUARTERS and the personnel occupying this space are shown in the above picture. The new office is located on the second floor of the building adjoining the system engineering department, and is situated across an alley from the general accounting department, with which it is connected by an enclosed areaway built between the two buildings.

Occupying the new quarters are the plant accounting department and the payroll section of the general accounting department. The plant accounting force, headed by Assistant Treasurer Tom Comerford, is a new department necessitated by the multi-million dollar expansion program our company has underway. The staff comprising this section is seated in the last two rows of desks. The payroll section, headed by M. A. Merchant, is seated in the first three rows.

Shown, from left to right, are: Tom Comerford, E. V. Folsom, M. A. Merchant, John Harrop, Mrs. Shirley Stiles, Susie Stewart, R. W. Dunham, Mrs. Jeannette Kelley (foreground), Bill Buckley (in back), Mrs. Lamerle Triplett, Ralph Ellis, and Bobbie Sue Cain.

Inset shows Tom Comerford, left, and plant accounting veteran Bill Buckley.

The other half of this big office houses a large staff of Remington-Rand employees, who are engaged in installing a new billing system for our company.



## HONORED



**Brannan**



**Smith**



**Atkins**

Lloyd N. Brannan, superintendent of the Silsbee district, was elected vice president of the Silsbee Kiwanis Club at a regular meeting held June 9. Lloyd was selected to fill the vacancy left by a resigning member. He was elected unanimously.

Two Gulf States engineers were honored by other members of their profession in the Sabine area at the annual election of officers for the American Institute of Electrical Engineers held in Beaumont June 4.

These two men, who were elected directors of the Sabine Area chapter of the organization, are: Jimmy Atkins, engineer in the system engineering department at Beaumont and Floyd Smith, engineer in the Port Arthur distribution department. They will hold their new offices for one year.



**Gager**



**Smith**



**Fontana**

B. H. Gager, Beaumont meter department, was elected chancellor commander of Jefferson lodge No. 55 of Knights of Pythias at a memorial service and election held June 2.

Frank H. Smith, Baton Rouge division superintendent of residential sales, has been appointed a member of the Sales Section Advisory Committee of the Southern Gas Association. Another honor coming Franks way was his recent appointment to the Baton Rouge Retail Appliance Dealers Association.

Tony Fontana, Beaumont stores accounting, received a signal honor and lots of hard work recently when he was named Tournament Manager of the 18th Annual Texas State Bowling Tournament. The 1949 tournament will be held in Beaumont in March. Tony was also re-elected secretary-treasurer of the Beaumont Bowling Association recently.

## Orange Employee Dies

Plain Talks regrets to chronicle the sudden death April 18th of Phillip Hilsbury, colored employee at Sabine Station in Orange. Phillip's death was attributed to a heart attack.

Phillip began working for Gulf States in March, 1944 and was in the production department up until the time of his brief illness. He was born in Kingston, Jamaica where he attended school. Before coming to work for Gulf States, Phillip gained experience with several construction companies, including Seamore Construction Company, Bellows Construction Company and Fornsworth Construction Company.

On behalf of Gulf Staters, Plain Talks extends sympathy to Phillip's survivors.



**Kirkland**



**Robichau**



**O'Neal**

H. P. Robichau, Beaumont accounting, was elected grand knight of third degree Knights of Columbus at an election held June 1. He was installed in his new office July 6 and will serve for the next year.

Leonora O'Neal, home service director, was elected vice president of the Beaumont Pilot Club at an election held a while back. She was installed in this office early in May. Previously Leonora had been a director of the club.

Jack Kirkland, engineer in the Lake Charles & d department, was elected chairman of the local chapter of the American Institute of Electrical Engineers at a recent election meeting. Jack will serve in this important post for the 1948-49 year.

President Roy Nelson, and one of our directors from Beaumont, Will E. Orgain, were honored by being included in the new 1948-49 edition of "Who's Who in America," recently issued. Mr. Orgain is a prominent attorney, and heads the law firm of Orgain, Bell & Tucker, which represents our company.

## W. L. Watts of Baton Rouge Gas Dept. Dies

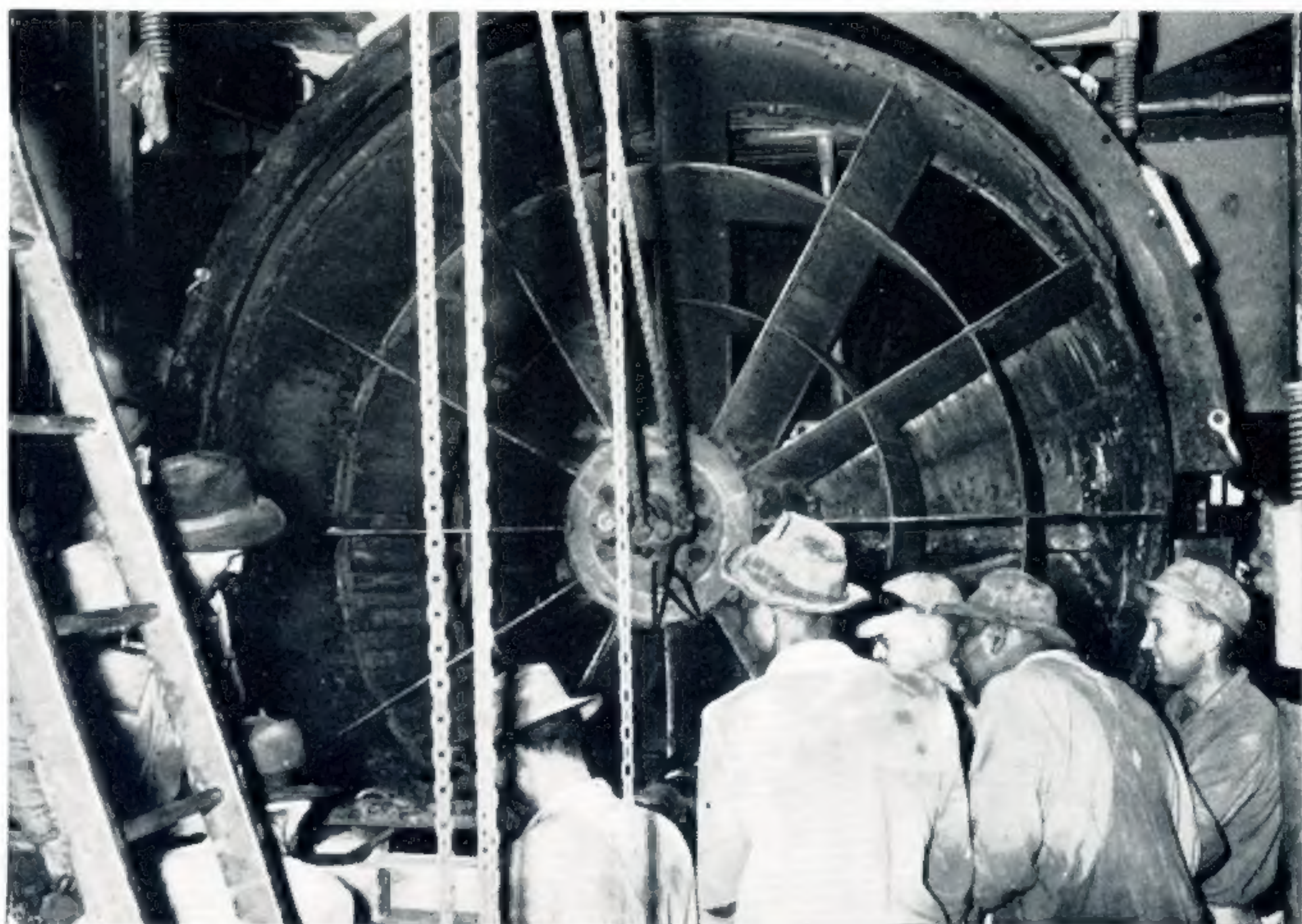
Friends were grieved to learn of the death of W. L. Watts, assistant superintendent of gas distribution in Baton Rouge. Mr. Watts, 51, died June 23 at his home.



Willie, as his friends called him, was born in Baker, Louisiana, north of Baton Rouge. He began with the Company in 1922 in the meter department and in a short time became foreman of the meter shop in Baton Rouge. In 1933, he was made assistant superintendent of distribution and remained in this position until 1941 when he transferred to the gas department in the same capacity.

Plain Talks joins Mr. Watts' many friends in extending sympathy to surviving members of his family: Mrs. Stella Mae Watts, his widow; three sons, V. L., C. R., and J. T. all of Baton Rouge; a daughter, Miss Vivian Jewell Watts of Baton Rouge; and four brothers, R. H., George, L. E. and Ode, all of Baker.

**THE POWER OF WOMEN**—Women in the U.S. own 70% of the nations total wealth, inherit 80% of its life insurance, own 65% of its savings accounts and purchase 80% of all consumer goods. The voting population includes 6 million more women than men.



Neches Station mechanics had to tear out the side of the power plant recently to do a repair job—but they "dood" it. Working up in the top of the big station, these skilled workmen successfully changed out the air preheater for boiler No. 9 to do the biggest repair job ever made on the Neches boilers.

The preheater, as the accompanying picture shows, is a huge drum-like apparatus and is used to heat air before it goes into the furnace. It is about 10 feet in diameter and approximately three and one half feet long, and because of its size it was necessary to completely remove a window, as well as the

forced draft and induced draft fan ducts, to remove the unit. A broken shaft on the big piece of equipment was the reason for its removal and replacement.

The men who handled this rather complicated repair job were: Red Burges, C. O'Brien, Glenn Delaney, Chris Netzer, L. L. Thompson, Steve Glach, Will Green, E. R. Nelson and L. L. Sells, all of Neches; Charles Arisco and Lawrence LeCour of Lakeside Station from Port Arthur; Gus V. Yost and Roy N. Beatty of Louisiana Station from Baton Rouge and a service engineer from the Air Preheater Corporation.



# RIVERSIDE STATION HAS TURBINE ACCIDENTS

Twice within sixty days, hard luck, in capital letters, hit our Riverside generating station.

On May 7 the turbine threw some blading and had to be shut down. After a sensational repair job, the machine went back on the line twelve days later, operating at about two-thirds capacity.

But on July 2 more blading gave away. As this is written the production department hopes to have another diaphragm (replacing destroyed blading) in the unit and have it operating by July 12—at about half-capacity.

Meanwhile the system was being deprived, due to the accident, of the 40,000 kw Riverside had been contributing since it went into operation last summer.

The manufacture has promised blading to replace the damaged rows in August and when these are received the machine will be taken off the line for about a week for the installation job. A complete set of new blading, which was ordered following the first accident, is promised for fall.

A few minutes before 5:30 p. m. on May 7 the humming generator, which was spinning out a steady 40,000 kilowatts, shuddered, as the broken metal started its dizzy caroming against the intricate turbine blading, and only the quick action of the men on duty and their chief, Dick Lawton, who per-

sonally threw the switch halting the machine, kept the damage from being much worse than it was. Even so, generating capacity was seriously impaired when the strip which came from the 14th row of the reaction blading on the high pressure spindle, severely damaged shroud strips on rows 14, 15 and 16 and completely removed the following six rows of blades.

The accident occurred on a week-end when only an operating crew was at the plant and many of the other plant personnel were out of town. Emergency calls were sent out for the regular crews, and a wire sent to Superintendent of Production Jack Reich and R. J. Robertson, superintendent of production for Louisiana, both of whom were in Tampa, Florida, attending a meeting of the Southeastern Electric Exchange. Maintenance men and materials were recruited from Neches Station in Beaumont and Louisiana Station in Baton Rouge and by midnight some of the men and materials were on hand and the work of tearing down the unit was begun at 8 o'clock Saturday morning. Reich and Robertson flew home from Tampa on the first plane available and an Allis-Chalmers service engineer was flown to Lake Charles from Milwaukee to assist in the tear-down work and make an inspection of the damage.

Working without pause, a double crew of highly skilled workmen finally removed the

cover from the turbine at 6:35 Sunday evening, and later completely dismantled the high and low pressure turbines. A minute inspection revealed no further damage to the unit than the nine rows of blades, and these were removed.

A turbine is a custom built piece of equipment as a rule and when repair parts are needed, for the inside mechanism especially, they must be designed and tooled exactly for that particular machine. So it was with the Riverside unit, and several months will be required to make the replacement parts. Since we could ill afford the complete loss of the unit at this time, plans were made to install diaphragms in the place of the lost blades and operate the machine at partial capacity until the blades were ready for installation. The diaphragms act as a restrictor to the high pressure steam flow much in the same manner as the blades, but cut down materially on the efficiency of the unit, as well as its output.

The Allis-Chalmers plant rushed three diaphragms by air freight to Riverside where two were installed in the cylinder grooves of the 19th and 20th rows and one in the 19th row of the spindle. These diaphragms were installed in the record time of four hours by our special crews of maintenance men.

It is expected that similar record time will be made in installing the diaphragm required as a result of the July 2 accident.



**MAINTENANCE MEN AND TURBINE**—Pictured here are most of the men who tore down and reassembled the Riverside turbine which was put out of commission early last month by a blade failure. Shown in this group, are the following men from Lake Charles, Baton Rouge and Beaumont power plants, who helped with the repair job;

R. S. Burges, C. M. Netzer, and Maxie Montagne, repairmen; and Arthur Green and Leslie Lee Sells, laborers, all of Beaumont. C. Schwab, James M. Myers, Hicks E. Powell, Gail W. Richardson, S. J. Laurent, and G. V. Yost, all repairmen, and H. B. Floyd, fireman; and Joseph Dorsey and John Bell, laborers, of Baton Rouge.

William Prejean, Burton C. Cannon, Richard Corkran, Wallace S. Norwood, Earl S. Hodge, David I. Norwood, Everett S. Pratt, Walter H. Burris, Christian J. Rasmussen, Rene A. DeBlanc, A. J. Matherne, Jr., Henry A. Kluttz, and Daniel O. Gipson members of the Riverside crews, together with Joseph B. Guillory and Jullius B. Smith, laboreers, of Lake Charles.

Men working on the unit but not on hand when the picture was made are: W. F. O'Kelly, William A. White, Edward C. McGehee, W. Garland Strong, Walter W. Pharr, Kenneth R. Hoffpauir, Ward L. Hammond, Jack S. Hemphill, Earl H. Garner, Carl G. Hesse, Curtis E. Johnson all members of the Riverside staff, and laborers John Thibodeaux, Henry Gurie, Leroy Winbush and Lionel J. Rideaux, also of Lake Charles.





CAMPO



Faver

Ben Campo, Baton Rouge meter department is mighty proud these days over the birth of a son, Bernard, III. The young fellow was born May 3 and weighed 6 pounds 4 ounces.

Vic Faver, Beaumont personnel department, the father of a 5 pound 10 ounce girl born May 5. Her name is Gwendolyn Louise but her proud parents call her Gwen. Mother Louise is a former Gulf Stater.

Mr. and Mrs. Luther Risher, Jr. who are the parents of a son, named James Edward, born May 26. The young man weighed 6 pounds, 14 ounces upon arrival.



Pace



Ramey

Lonnie Pace, Neches Station, has a new member in his family, born June 2. The little fellow has been named John William and weighed 8 pounds 13 ounces at birth. Quite naturally the Pace's are very proud of the new addition.

Bill Ramey, Beaumont system engineering, is the proud pop of a son, W. D. Ramey, III, born June 15. He weighed 8 pounds 6 ounces at birth.

Somehow a few items for this column got misplaced and no doubt the youngsters referred to are big kids now — but to keep the record straight here are the missing items.



Foreman



Strong



Stewart

Last issue Garland Strong, Riverside Station, had his picture in this column but somehow that was all. What we wanted to print was that Garland was the proud papa of a fine son, born back there on February 28. The youngsters weighed 7 pounds, 14 ounces. His name is Pat Adams Strong.

## YOU NEED A "MONEY MANAGER"?—READ ON

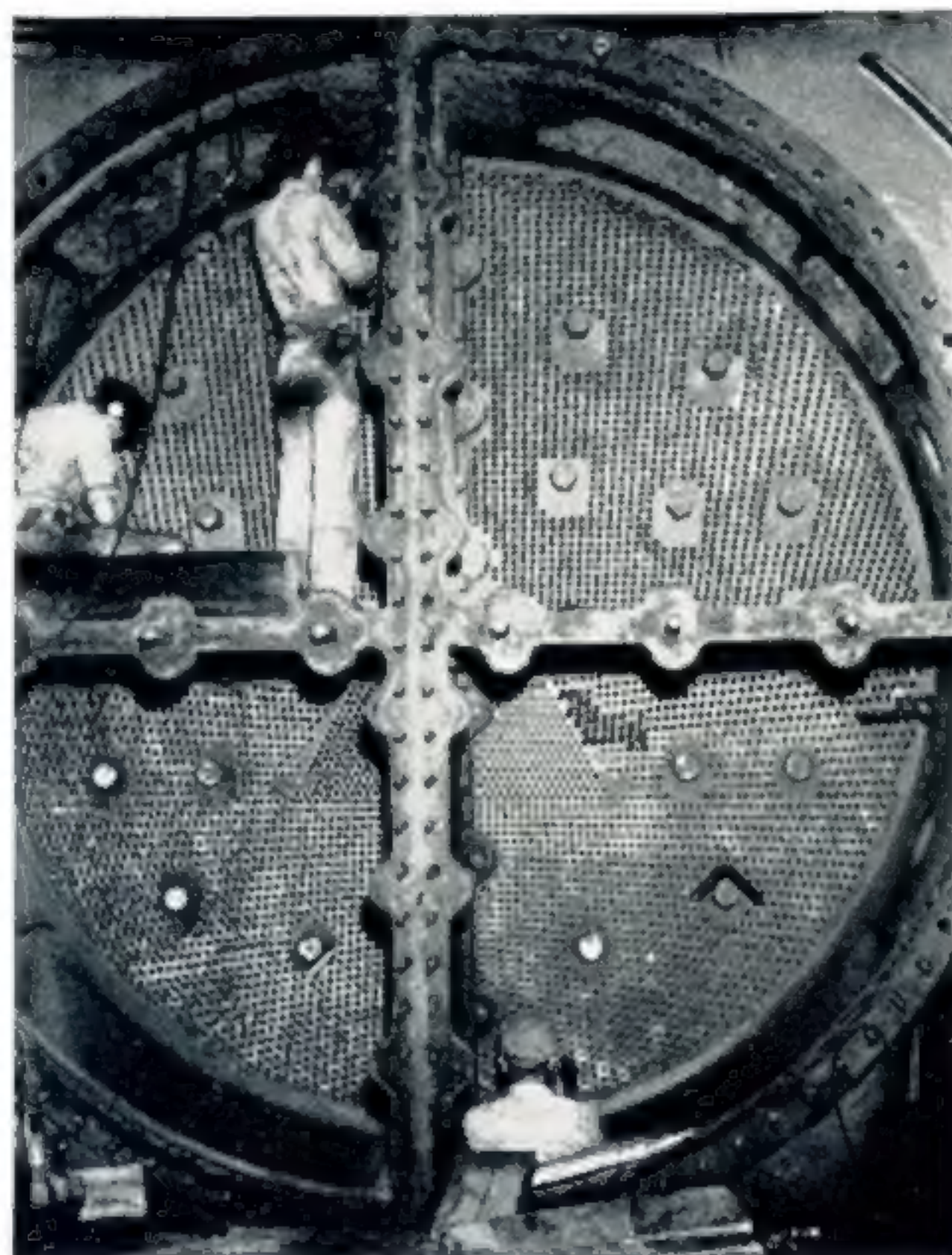
Have you ever wished you were a better money manager? We have. Especially in these days of high prices for almost everything (except electricity, that is) it is rather hard to keep some forgotten bill from knocking your finances into a strain, and worrying you about how to straighten them out.

A little folder came across our desk the other day that seemed to hold the answer to some of the money problems we ordinary folks have. The folder, titled, "The Money Manager" was prepared by the Institute of Life Insurance, and upon request we could obtain copies for Plain Talks readers free. So we just ordered some for all of you and are enclosing it with this issue.

Look this "Money Manager" over and give it a whirl. It isn't much trouble and it may be the answer to your worries.

Mother: "Did you get any relief when you went to the dentist?"

Joe: "Yes, the dentist wasn't there."



## PROMOTED



Ben Exner



Vick

Three promotions, of particular interest to members of the transmission and distribution, were made in that department recently. In these changes, three first class linemen stepped up to become line foremen. These three men are: B. F. Exner, who was made foreman of a Baton Rouge line crew. He was formerly in the Baton Rouge t & d. F. E. Mathis, who was made foreman of a Lake Charles line crew. He was formerly in the Lake Charles line department. E. R. Vick, who was formerly in the Beaumont line department, was transferred to Orange where he will take charge of a line crew there.

Picture of Mr. Mathis not available.

## 25 Miles Tubing Used In Neches Condenser



A happy event in J. A. Stewart's family was the arrival of a 7 pound 12 ounce bouncing baby daughter born April 15. Kathleen Anne is her name. Mr. Stewart works at Louisiana Station in Baton Rouge.

February 3 is a very special date for Artis Foreman by virtue of the arrival of a baby girl, Janis Irene, weighing 6 pounds 8 ounces. Artis is in the production department at Sabine Station, Orange.

Mr. and Mrs. Gibbons J. Lange have announced the arrival of a son, born on April 23 and weighing 7 pounds and 10½ ounces. His name is Robert John. His proud pop works at Louisiana Station.

Mr. and Mrs. E. E. Atkinson are the proud parents of a son born on April 13. He is a junior and weighed in at 7 pounds 10 ounces. His dad works at Louisiana Station.

Enough metal pipe to reach from Beaumont to Dayton, Texas was handled by workmen of Beaumont Iron Works by the time they finished retubing No. 3 condenser at Neches Station recently. These mechanics removed 6,380 tubes, each 21' 3 1/16" in length and 7/8" in diameter, and replaced a like number in the huge apparatus which condenses the steam after it has passed through the turbo-generator. The quantity of new tubes installed figures up to the amazing total of 135,608 lineal feet, or more than 25½ miles.

This retubing job is a routine undertaking every six or seven years, which is about the life of the tubes. In this time they get corroded and finally begin to leak, letting the river water used for cooling drip through into the distilled water supply. Normally the work is done by station personnel but this year the maintenance crew was busy with another big repair job.



# ENGINEERS CELEBRATE SUMMER WITH ANNUAL OUTING

Eighty five adults and some 20 children representing the system engineering department put on their coolest "play" suits and took their best appetites to the department's annual picnic which was held May 29. The site of the day's festivities was Beaumont's Tyrrell Park, which was more or less taken over for the occasion.

Beginning at eight o'clock in the morning some of the hardier folk started playing golf, and throughout the day others of the outdoor type joined in this form of activity. The official picnic starting time was 3 P.M. when some of the more impatient youngsters pulled mama and daddy out to play ball and explore the surroundings, and all through the afternoon others showed up to play awhile and finally collapse in the cool shade of the many, conveniently nearby, trees. By eating time, when the youngsters were still going strong, everyone who was able was there, waiting for Bob Cruise to ring the dinner bell.

Bob and his serving committee, Bob Sherwood, Matt Craig, Harold Mortimer and A. E. Beattie dished out a larrupin' meal which featured barbecue and jambalaya—with seconds' for those who could indulge. After a rest period those who felt young enough danced off their excess energy and the more realistic played bingo. The party was declared a huge success by everyone, with only those unable to attend being unhappy about the affair.

Committee members who helped make everyone happy with their planning and help were; Bob Cruise, General chairman; Dorothy Downer, Reservations; Sterling Oliver, Golf; Harold Mortimer, Bingo; C. J. Bouura, Drinks and Ice; Dorothy Downer and Joe Robichau, Dancing; David Boykin and George Whitten, Soft Ball, and the serving committee already named.



*JUST VISITIN', are the groups in the two top scenes, although the male group has all the earmarks of a good "bull session." Scenes in the lower top panel (left) show a few of the more energetic doin' a little shufflin' while (right) the younger set seem very interested in a "moom pitcher." Below are views of the most important activity of the day—eatin', with the top panel showing the very popular 'chow line'.*





# LAKE CHARLES T & D DEPARTMENT ENJOYS FAMILY PICNIC

The Lake Charles electric transmission and distribution department hadn't had a party in a long, long time. So when they did finally agree to "throw" one out at Calcasieu Park on May 29 they went the limit, no less.

With money saved from their coffee and coke fund they brought pounds and pounds of barbecue beef and gallons of soda pop and the many other things folks like to have on picnics. They arranged about every outdoor activity one could indulge in and then some more. There were swimming, boating, horse shoe throwing, softball, volley ball, bingo, movies and even a "fish pond" for the little folk—the kind where prizes are "fished" out.

Evidencing the enthusiasm and interest in the outing was the number who turned out. Over 200, including employees and members of their families, enjoyed the festivities. Now everyone is hoping that it won't be too long before there's another family "get-together" around these parts.

Committee members who helped make the party a success were: Betty Guidry, George West, H. E. Brown, Russell Dunn, Sammy Bono, L. J. Pitre, Murphy Gibbs, Albert Buller, Lloyd Clements, and L. A. Papin, retired.



*ONE BIG EVENT AFTER ANOTHER* was the order of the day for Lake Charles folks, both young and old, at their recent picnic. At top is shown one event everyone indulged in — eatin' and drinkin'. In the lower scenes are shown participants in some of the other activities of the day. At top is a group of hold-outs from the big leagues (No, they're not trying to gang up on Homer Kirkwood) — just a group of the more active of the fellows in a warm-up session before a hot ball game which had some of the "stars" limping for days. The small fry got the front row for the bottom picture which was snapped while everyone was watchin' Mickey Mouse rescue Minnie from the cruel clutches of the villain.







## One Second From Eternity!

Shaken emotionally by the close brush with death encountered by "a youth and his girl" racing in their automobile to beat his train to a crossing, a fireman of the Union Pacific Railroad directed this plea to the car occupants through an open letter in the *Omaha World Herald* recently:

I don't know who your are, it's true, but I do know you were scared to death Sunday evening near 9 o'clock when you drove your car across directly in front of a speeding passenger train. It was so close that I, in the cab, could see the young girl (your sweetheart, I presume) throw her hands up in front of her face and cringe up against you in stark horror.

If I were that young girl, I'd pull away from you, fast. You don't have good sense, son. You probably say you love her. I wonder. Those we love we try to protect. But not you.

Wouldn't that have been a nice Christmas present to hand your mother—a broken and battered body. And how do you think we in the cab of that engine would feel. We are human beings, too. We have young ones waiting home for us to return. We, too, could have been killed.

You and your girl were one second from eternity Sunday, son.

I hope you read this and know it means you, and that your girl will, too. Next time you go driving around, stop and look. We don't want to hit you, but we are helpless, as we cannot swerve away from our given rail.

If I were you, son and you, too, sis, I'd thank God for that split second He granted you Sunday evening.

I said a prayer for all when I realized you were going across. Perhaps that's what saved us all.

Now think it over, both of you. And I'll bet you are both still shaking in your shoes.

And please, for God's sake, don't try it again.

## Gulf Staters Daughter Wins L. C. Safety Prize



Alice Clare House, daughter of Walter House, Lake Charles power sales, made ye Safety editor right proud recently. Not that we had anything to do with it, but just because Alice Clare is Safety minded and is one of our Gulf Staters family folk. We are proud that she won first prize in the American Veterans of World War II Safety Slogan contest held in Lake Charles elementary schools shortly before they turned out for the summer vacation.

Alice Clare's winning slogan with which she won a \$5 award, was, "Safety may get many 'whys?'—but Safety saves a million lives." In

addition to the cash prize she received a certificate of award from the National Safety Council.

The Lake Charles police department cooperated with the Amvets in sponsoring the contest.

## RULES FOR NIGHT DRIVING

The hours of darkness are the most dangerous to both the motorists and pedestrians. With summer almost with us, more and more driving will be done after dark, since it is the coolest part of the day. One of the first rules of night driving is to remember that, however powerful the headlights, visibility is always lower at night. The decreased visibility naturally demands a decrease in speed. It is important for motorists to resist the temptation to speed at night, even though traffic may be very light. There are darkness hazards besides other cars. Pedestrians may be walking on the highway—there may be an unlighted bicycle or horse-drawn carriage.

There are a few precautions which should be observed by night drivers. Temporary blindness caused by the glare of approaching headlights often causes death and injury at night. When confronted by dazzling headlights, the driver should keep his eyes fixed on the side of the road, away from the glare. At the same time he should change his own lights to a lower beam. Many night time accidents happen in the vicinity of roadhouses and night clubs, and it is necessary here to be on the alert for both motorists and pedestrians. If possible, a window should be kept open for better circulation of air and for better hearing. A clean windshield and clear headlights are essential. No city or town can afford to be without proper street lighting. Adequate lighting should be provided as a step to reducing accidents at night. Above all, please drive intelligently at night.

## CASE DISMISSED

The city of Dallas recently dismissed charges against a habitual traffic violator and a speeder.

Most of us usually consider a fellow very lucky to have traffic violation charges dismissed by the court; but not so in these two cases. Both of the accused were killed in separate automobile accidents since the charges had been filed.

A sad coincidence, wasn't it? Two traffic law violators told to report in court for probable reprimand and admonition to obey traffic laws; but before the time of judicial warning, both were killed in accidents which were probably caused by other violations.

So, charges were dismissed — and logically.

Sometimes charges are dismissed with no logic behind the dismissal; and, as a result, the lesson learned is usually worth no more than the price paid.

As individuals, we are prone to value our experiences in much the same manner. We feel very little guilt over a near accident or minor injury. We brush it aside; we dismiss the case. We are the accused; we committed an unsafe act. We are the defendant; we rush to defend our actions. We are the jury; we can't find ourselves guilty. We are the judge; we dismiss the case.

Let's be fair about this accident business. We don't like a "fixed" jury. We don't admire a judge who shows partiality. When we have an accident, let's weigh the facts, decide where we were wrong, then be governed accordingly.

Better still we could look over the decisions in accident case histories. If we then take the recommended precautions, chances are we will not be charged with an injury.

In any event, let's be a fair jury and an impartial judge. Decide what must be done to prevent recurring accidents—and do it!

Don't say "Case Dismissed."

B. F. Goodrich "Plant Roundup"



# CANCER, HEART DISEASE AND TOBACCO

*The following item was written by Claude L. Matthews, president of the W. N. Matthews Corporation for their company customer publication, "Matthew's Matters." Since the excessive use of tobacco, alcohol, coffee or any other stimulant, is injurious to the human body, your Safety editor is passing this article along for your benefit.*

In late December, 1911, your editor was nearly scared to death. A young life insurance company doctor told him he couldn't recommend us because we had a valvular disease of the heart. We tore up the questionnaire over his protest and told him we were withdrawing the application. He was quite young and we opined he might be mistaken. We went to see Dr. Ellsworth Smith, the heart disease doctor of that day who was considered "Tops" in all cardiac matters. He had known us since our childhood.

The reason we were frightened was because our wife had gone to a clairvoyant several months before we met. The old hag had described us quite accurately—even gave our initials—C. L. M.! She said we would meet on a train. We did! She predicted a six months engagement, a wedding in a cathedral with many bridesmaids and groomsmen. The ceremony was to be performed by the Bishop of the Episcopal Diocese of St. Louis. All these things happened. A canoe honeymoon in Canada and the bride nearly drowned during a storm on a large river. It nearly happened between Clayton, N. Y., and Gananoque, Ontario, on the St. Lawrence River in June, 1906. We were to parent three children the first four years of our married life—a boy and then two girls. We did! In the fifth year of our married life your editor was scheduled to drop dead. He didn't!!! After a year's mourning, the widow would be consoled by a handsome man with many medals on his chest according to the clear seer. She hasn't, up to now, (September 18, 1947.)

But let's get back to our call on Dr. Ellsworth Smith:

"What are you doing here, Claude?"

"I want a thorough check up, Dr. Smith."

"Very well. Strip to the waist—That's fine."

He then checked our pulse; bloodpressure; listened to our heart by means of his stethoscope; and then asked the following questions:

"How much alcoholic beverages do you consume a week?"

"Practically none from Sunday to Saturday but 10 to 20 drinks over the weekends."

"Cut out all alcoholic drinks for 30 days. How about coffee and tea?"

"Two cups every meal and more in evenings if offered. No tea."

"Cut out coffee for 30 days. How about tobacco?"

"A cigarette when I get up in the morning. Another on the way to breakfast and a cigar on the way to the office. A pipe at the office from arrival until noon and then a cigarette on the way to lunch. A cigar after lunch and a pipe at the office until quitting time at 5:00 p.m. A cigar on the way home. Several cigarettes before dinner and then three or four cigars before going to bed. That's my usual routine."

"Whew!!! You must be trying to average up for the Matthews family. I happen to know your father has never smoked. Very well, Claude, it is imperative you stop all use of tobacco for 30 days before I can give you a complete and correct diagnosis. Come back in 30 days."

That thirty days seemed like thirty years. We didn't tell Mrs. M. She would have remembered the clairvoyant's predictions and start laying in an attractive stock of mourning clothing. At long last came the thirtieth day. We were feeling 100% better than we thought possible. Dr. Smith rechecked us and then said:

"Claude, you are okeh in every way. Now you can go and buy as much life insurance as you can afford."

"How did you know I was scarred by an insurance doctor?"

"Well, Claude, a lot of these young doctors mistake an over-stimulated heart—what is generally called a tobacco heart—for a valvular disturbance. Your moderate use of alcohol and coffee weren't hurting you, it was your excessive use of tobacco. Take my advise and cut out the use of tobacco entirely. If you won't do that, at least cut out pipe smoking and not more than a pack of cigarettes a day. I don't know of any man of 50 who can compete physically or mentally with your dear old dad. He has never smoked. How old is he?"

"He was 83 on December 17th! Very well, Dr. Smith, I'll quit the cigars and pipe. Maybe, some day, I'll quit the cigarettes."

In 1937 your editor's friend, Philip Sporn, gave us a pamphlet by Dr. Raymond Pearl of John's Hopkins University. It contained a study of well over 100,000 adults. It showed that moderate drinkers of alcoholic beverages didn't hurt themselves at all. Moderate smokers (less than one pack of cigarettes or equivalent tobacco) cut

their life expectancy 10 years. Those who smoked more than one pack a day or equivalent, cut their time to live 20 years. We were smoking over one pack of cigarettes a day—some times three, if we were up late at night. On January 31, 1937 our age was 57 and those 20 years mentioned by Dr. Pearl, very much wanted. We quit tobacco that night forever. And again, we wouldn't have believed anyone if they had correctly foretold how much better we would feel.

In July, 1947, the American Institute of Homeopathy at their annual convention at Swampscott, Mass., heard a report giving the latest scientific findings which show—not for the first time—that the use of cigarettes, cigars and pipe tobacco have a direct relation to the increase of cancer. This startling statement caused the Dayton Daily News to have one of their staff writers, Herbert A. Shaw, interview Dr. J. D. Varney, one of the physicians reading papers on the relation of the use of tobacco to cancer and heart disease. Shaw's article appeared July 11, 1947. Here are some quotes from it:

"If Dr. J. D. Varney . . . had his way, the nation's cigarette manufacturers would have to close up shop . . . ."

"I found (the doctor said) that since the advent of cigarette smoking and the practice of inhaling, the two afflictions noted above (certain types of cancer and heart trouble) have increased about 1000%. There is no doubt in my mind that the cigarette is to blame."

"Dr. Varney pointed to a report carried in the July, 1944, issue of the American Medical Association Journal regarding an experiment . . . ."

"As to cancer of the lungs caused by nicotine, Dr. Varney points to another report, carried in recent issues of 'The Diseases of the Chest'. In this report a New Orleans chest surgeon wrote that cancer of the lungs is one of the most frequent and important primary lesions, secondary to cancer of the stomach, in autopsy findings. He pointed out that rejected inhalations of tobacco smoke produce chronic irritation and the incidence of bronchial cancer directly parallels the increase of cigarette sales."

## Over-Fatigue Invites Polio in Summer Months

Strenuous exercise or games causing extreme fatigue should be avoided during the hot summer months as another precaution against polio, the National Foundation for Infantile Paralysis, through its local chapter, stresses among six simple health rules that should be observed in combating the disease.

Tests on laboratory animals carried out in experiments financed by March of Dimes funds, showed that where animals were strenuously exercised, twice as many of them exposed to the virus developed more severe forms of infantile paralysis than did those which had rested quietly in their cages.

The studies indicate, the National Foundation points out, the wisdom of avoiding extreme fatigue is a worthwhile precaution in the polio danger months—June through September.





## KEY SAFETY MEN



### THE FOREMAN — A KEY SAFETY MAN

Here are three more very fine foremen for KEY SAFETY MEN. These three men have been Gulf Staters for a long, long time and all the time they have been good SAFETY workers.

Your foreman, too, has been with Gulf States a long time and he, too, is a SAFETY worker. Listen to him and observe how he works. He knows SAFETY.



R. W. (Bob) HAYNES is one of the old, young men in the Company — young in years and old in service.

Bob came to work back in 1921 as an oiler in the old plant on Tevis Street. But for a few months in Port Arthur in 1926, he has spent the rest of the years in the Beaumont production department. On his return from Port Arthur Bob took a turn at load dispatching then in 1928 he was made a fireman at Neches Station. Later in the same year he was made office engineer. In 1936 he went back in the plant as fireman and in 1937 was made a station engineer—the job he now holds.

Bob is also quite a fisherman; he goes in for the big reds and I've been told if they are there he gets his share.

His boat is the envy of every man that likes to fish.

He has been an active member and held different offices in the Gulf Coast Rod, Reel and Gun Club.

They tell me that Bob does not put too much faith in the fish calendar but looks out the window of the plant and if smoke is going straight up at the Magnolia Refinery he goes fishing when he gets off.

As for Bob's Safety record, we have *never* seen his name on an accident report.

EARL R. GRIFFITH came to work as an oiler at the Tevis Street plant January 15, 1924. September the same year he was made a fireman. In July, 1926 he was made an Engineer and by September he had become assistant turbine operator. In July of 1927 he took his turn at load dispatching; on January 31, 1928 he went to Neches Station as turbine operator; Feb. 1, 1930 he was made a fireman; and March 1, 1939 he became station engineer.

Earl is quite a fisherman. His specialty is salt water (the bigger the better), and from all reports he gets his share of the big ones—fish, that is. Unlike most of us all of the big ones do not get away.

I will never forget one of the first times I saw Earl. It was back in 1930 at one of the Company dances. For some reason or another the trumpet player was not doing so good so Earl takes his trumpet and much to the surprise of everyone, except himself, he did a swell job of playing it.

Earl has a grand safety record—not one single Lost Time Accident. Anyone with a similar record certainly practices Safety first. He is truly one of our Key Safety Men.



Another fellow whose Safety record speaks for itself, is that of B. F. EXNER, who is Baton Rouge's newest line foreman and probably the youngest in the company.

Ben, as every one knows him, started with our company in the Baton Rouge t & d department on September 10, 1941. Ben's ability to learn his job and carry it out safely won for him lots of friends and fast promotions, for on April 1, 1948, he was promoted to foreman of the crew which he was working with, to replace B. L. Calvit who was made assistant general line foreman.

Ben was born in Denham Springs, Louisiana, but in 1936 wandered off to Texas to work for Humble Oil and Refining Company until he started with Gulf States. While associated with Humble he became familiar with lots of hazards connected with construction, and judging from the record of his crew, he has not only seen additional hazards but learned how to cope with them as well.

Keep the good work up, Ben, for we are expecting a lot of help from you and your crew in helping the Safety department put over the company's Accident Prevention Program.

Ben's hobbies are bowling, fishing, and talking Louisiana politics.



## FIRST AID ITEM FOR MONTH SUNBURN

Sun burn is caused by direct rays from the sun. Cloudy skies do not always prevent sun burn as the rays filter thru the clouds. Being on the water in a boat or where the rays can reflect from the water is an added cause of sun burn.

### Symptoms:

Parts of the body affected are red and hot, which result in First and Second degree burns. Severe cases are accompanied by high fever and much pain.

### First Aid:

In light cases any skin lotion is soothing and of some help. Calamine lotion is good and does not stain the clothes. Severe cases require the services of a physician. Until his services are obtained, application of epsom salt solution with the affected parts covered with a gauze dressing is recommended. In cases where a First Aid Kit is available, Foille is an excellent treatment. Foille will stain clothing.

### Prevention:

In sun burn, the damage is usually done before the victim realizes the harm. Do not try to acquire a sun tan hurriedly. Several days are required to accustom the skin to the sun rays. Wear the proper clothing.

Sun burn causes several hundred fatalities each year.

See you next issue.

*Jack Shiner*



## Of Interest To The Gals

### Summertime Calls for Cool Foods

When the weather's warm it is quite a problem to plan meals day after day that are appealing. That is something that bothers even the cleverest of cooks, because even the best appetites are dulled when the temperature begins to climb. To help you plan meals with variety and pep up lackadaisical appetites, Beaumont Home Service Advisor Thelma Carson has prepared some cool salad recipes and tasty salad dressings that should tickle the palate of every member of the family. Here they are:

#### WESTERN WAY SALAD

1 garlic clove	1 tsp. salt
1/2 cup salad oil	1/4 tsp. black pepper
2 cups croutons	1 1/2 tps. Worches-
2 qts. salad greens	tershire sauce
(lettuce or romaine)	1 raw egg
1/4 cup crumbled	1/3 cup lemon juice
Roquefort cheese	and pulp
1/4 cup grated hard	Anchovy garnish
cheese	(optional)

Peel, chop garlic and let stand in 1/4 cup of the oil for 1 hour. Make croutons by cutting bread in small cubes and toasting in a preheated 325 degree oven for about 15 minutes. Place the salad greens, broken or torn in about 2 inch pieces, into large salad bowl and sprinkle with cheese, salt, pepper, Worcestershire sauce and other 1/4 cup salad oil. Break the raw egg into the greens, add the lemon juice and pulp and mix until the egg is blended. Sprinkle the croutons with the oil from which the garlic has been removed. Add croutons to the salad mixture and toss lightly, garnish with anchovy. Serve immediately while croutons are crisp. Serves 6. Enjoyed most if eaten before the main course.

#### FROZEN FRUIT SALAD

2 pkgs. cream cheese	1/2 cup stuffed olives,
3/4 cup mayonnaise	sliced
1 cup heavy cream	1/2 cup nut meats,
1 cup diced pineapple	chopped
1/2 cup maraschino cherries,	chopped

Blend cheese and mayonnaise. Whip cream and add to cheese mixture. Fold in drained fruits, nuts and olives. Turn into freezing tray and freeze with control set at coldest position. Serve on crisp lettuce. Serves 8 to 10. Wonderful for parties.

#### FISH MOLD

1 Tbsp. unflavored	1/4 cup sweet relish
gelatine	1/2 cup diced celery
1/2 cup cold water	2 hard cooked eggs,
1 can tuna	chopped
1/2 cup mayonnaise	1 tsp. salt
1 can tomato soup	

Soak gelatine in cold water, about 15 minutes, to soften. Dissolve on small unit with switch turned to simmer or dissolve over hot water. Cool. Add to tomato soup. Pour over ingredients and mix well. Turn into mold, and place in refrigerator to congeal. Unmold on bed of lettuce to serve. Serves 6. A delicious luncheon salad.

#### FRENCH DRESSING

1 tsp. sugar	Dash of cayenne
1/2 tsp. salt	2 Tbsps. lemon
1/2 tsp. dry mustard	juice
1/2 tsp. paprika	2 Tbsps. vinegar
1/2 cup salad oil	

Put ingredients in bottle; cover and shake well before using. Makes 1/4 cup.

For *Garlic French Dressing*, chop 1 garlic clove, add to the salad oil and let stand one hour before making dressing. Drain garlic from oil and make regular French Dressing.

## Home Service Advisors Get New Assignments



Whiddon



Dickson

The continued increase of electrical customers in our system occasioned two transfers in the home service department recently. Berla Whiddon, who has been assisting Mamie Voyles in Port Arthur, was transferred to Lake Charles to help Ruth Hession and Ernestine Woodard cover the big Lake Charles division territory. Berla's move was effective May 15, and she has been located in the Lake city since that date.

The other move sends Gertrude Dickson from Beaumont to Liberty, where she will work alone. Liberty has heretofore been worked out of Beaumont, and has never before had a local home service representative. Gertrude will work out of Liberty to cover the entire Liberty district. Her transfer was effective June 1.

In the grand old days of Henry VIII and Queen Elizabeth, the "Grand Sallet," a lavish salad of raw vegetables, decorated the center of the table. White turnips were always included because the chefs loved to carve them in various shapes—a steeped church, a turreted castle, or a galleon with lettuce leaves for sails. When the centerpiece was passed around, the guests ate the turnip statuary and other vegetables with their fingers.



### MEETING

HOME SERVICE ADVISORS get-together at Baton Rouge for their first meeting in a long time during the latter part of May. Here they are looking over the McCall Award book which won national recognition for the home service department and Gulf States earlier in the year. Seated around the table, from left to right, are: Maymie Voyles, Port Arthur; Frances Fuchs and Evelyn Wilsford, both of Baton Rouge; Gertrude Dickson, Liberty; and Olivia Heiman, Beaumont.

Standing, from left to right, are: Grace Brooks, Beaumont; Gloria Lamoyne, Baton Rouge; Mildred Tribble, Navasota; Thelma Carson, Beaumont; Berla Whiddon, Lake Charles; Dorothy Gene Moore, Navasota; Dell Cryer and Leonora O'Neal, both of Beaumont. Ernestine Woodard, of Lake Charles was present but not shown in the picture. Ruth Hession, also of Lake Charles, was absent.



## Kathryn Verner New Home Service Advisor



Pictured here is Kathryn Verner, a new addition to the home service department staff. She is temporarily located in the Beaumont department. Only with us since early in June, Kathryn has made many friends and is an able and welcome addition to the home service staff.

Kathryn was born in Meadow, Texas where she attended grammar and high school. She attended college at Texas Tech in Lubbock. While engaged in the business of obtaining a formal education, she gained practical experience in home economics as dormitory dining-room assistant, an extra curricula occupation which has proved valuable to her since graduation.

After graduating from Texas Tech with a B.S. degree in Home Economics in 1946, she worked for the public school system in Mercedes, Texas as cafeteria supervisor and home-making teacher before coming to Gulf States.

## Engaged



Gratton

Louise Gratton, Lake Charles PBX operator, is happily showing folks a sparkling diamond ring put on her "right" finger recently by another Gulf Stater, Feland H. Bush, of the Lake Charles meter department. The wedding is scheduled to take place sometime real soon.

Nancy Pat Thompson, Beaumont sales floor, has confided to friends the news of her coming marriage to Ted Storie, who is a student at the University of Texas. They have set wedding plans for the early part of September after Ted receives a degree in Geology.

THIS IS A FISH STORY but the proof is right here. Frank Smith, left and J. C. "Steady" Hays, were proud to pose in front of this fine catch of three tarpon and one jackfish, (from left to right for you landlubbers). The rest of the party all Baton Rougeans, were Reeves Garrison and Bernard Daigre. Their deep sea trip was made off Grand Isle, Louisiana.

After docking, this group found another Gulf Stater, Vice President H. C. Leonard, had also been fishing that day and caught a huge tarpon. Mr. Leonard caught another big boy the next day also.

Of the seven tarpon caught off the Isle during their trip, Gulf Staters caught four, making them "champeens."



## Married



Allen



Smith



Sirman



Broadus



Sandlin

Mary Evelyn Riley, former secretary to E. C. Adams in the system engineering department at Beaumont and Clark Allen, son of Parker Allen, our manager of residential sales, said their marriage vows June 27 in the First Methodist Church of Beaumont. After the ceremony, the couple journeyed to New Orleans for a wedding trip. They have returned Beaumont where Clark is employed with Radio Station KRIC, to make their home.

Lois McQueen, Beaumont meter department, was the happy bride of Gorman M. Smith on June 20. After the ceremony in the First Baptist Church of Beaumont, the newlyweds took a honeymoon trip to New Orleans and Mobile and have returned to Houston to make their home.

Audrey Whitaker, Beaumont steno department, and Jack Sirman became Mr. and Mrs. in a wedding ceremony held at the Whitaker home June 12. After a brief but impressive ceremony, the happy couple honeymooned in Galveston and have returned to Beaumont to live. Audrey is staying on at Gulf States.

Joyce Landry, local office clerk of Gulf States in Port Allen, Louisiana, and I. J. Millard of Port Allen were married on March 30 at the Holy Family Church of that city.

Zachary B. Brown, Neches Station, was married to Miss Shirley Falcon, also of Beaumont, at St. Anne's Catholic Church, May 15. After a wedding trip to west Texas, the happy couple are making their home at 2695 Linson Street.

Barbara Cooke, Beaumont steno department, became Mrs. Billy Jack Broadus in a wedding ceremony held at the St. Mark's Episcopal Church June 6. The newlyweds left on a wedding trip to New Orleans and have returned to make their home in Beaumont. Barbara will continue to work with us.

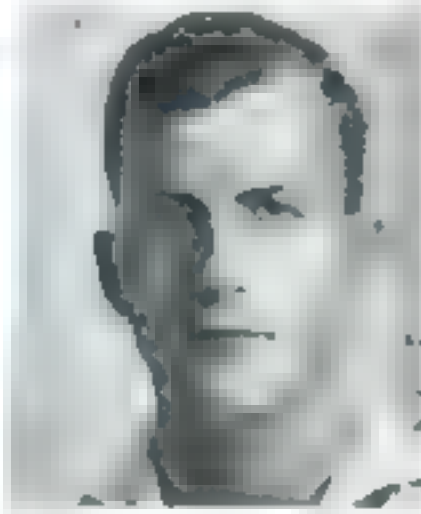
Dell Cryer, home service advisor in Beaumont was married to Edward Sandlin of Beaumont June 25. The couple were married in Huntsville, Texas at the First Presbyterian church. They spent the following week honeymooning and have returned to Beaumont where Dell will continue to work for Gulf States. Mr. Sandlin is with Neches Butane Products Company in Port Neches, Texas.



Welch



Cunningham



Harrington

We're all one big happy family at Gulf States, but family ties between the sales floor and the engineering department in Lake Charles have become more closely related through the matrimonial merger of ones Adele Broussard, cashier, and Paul Harrington, student engineer. They were wed May 10 in the Church of the Immaculate Conception and wedding tripped to Mississippi.

A news item only recently discovered by your editor is the marriage of Jesse Cunningham, Beaumont system engineering. His bride is the former Ruth Stine. They were wed March 13 in Kountze, Texas.

Raymond Welch, Beaumont system engineering, and Mary Albanese, were married June 13 in the St. Joseph Catholic church. They took a wedding trip to New Orleans and have returned to Beaumont to make their home.

Our little friend Cupid has been quite active in the families of some well known Gulf Staters this year. Three of these marriages are:

Barbara Reich, daughter of Mr. and Mrs. Jack Reich, who was married to Lawrence Joseph Walsh, of New York, in Sacred Heart Cathedral in Richmond, Virginia, on July 1. Mr. Reich is system superintendent of production.

Beverly Faber, daughter of Mr. and Mrs. H. V. Faber, who became the bride of Henry M. Waltemath of North Platte, Nebraska, in a ceremony solemnized in the Westminster Presbyterian Church at Beaumont, June 26. Mr. Faber is our company treasurer.

Barbara Cargill, daughter of Mr. and Mrs. Ralph Cargill, was married to Forbes Gordon on June 11, in a ceremony at the Westminster Presbyterian Church at Beaumont. Mr. Cargill is system operating superintendent.



# Plain Talks Pages of The Past

## 20 Years Ago

On June 1, the second unit at NECHES STATION went into commercial operation. Neches Station is now one of the largest power plants in the Southwest.

Completion of the new unit by the construction division of Stone & Webster, Inc., was heralded throughout the territory we serve, the Beaumont Enterprise and the Beaumont Journal publishing sixteen page sections on May 31 and June 1, carrying pictures and stories of the plant.

All together now folks, Let's give CALVERT a hand.

They deserve it. They threw the best picnic we ever had the pleasure of attending. It happened, or occurred, or what ever it is that picnics do, at the Calvert Country Club on June 14.

"Poppie" and "Mommie" BRANN were there, of course, and John and Mrs. CROUCH. And MIKE MERRIAM and GUS HOLLINGSHEAD and BILL FARMER and J. D. SHAW and JOHN and JANE KNAPP and "DOC" and Mrs. WILSON and "JUDGE" WILSON and wife, and RAY HEREFORD and CARLTON ELY and that genial fellow CRAWLEY from Somerville and well you get the idea.

General offices at Beaumont were well represented. JIM and Mrs. MURRAY were there, having driven up with the BRAUNIGS. And JULIUS and SISTER DeBOUY and JANE SCHERER. J. G. HOLTZCLAW and P. R. WILLIAMS, W. E. BROWN and PARKER ALLEN and PAUL MASTERSON and JACK REIDY and JACK ORRICK. Oh, it was some party.

MR. ROBICHAU, chief clerk of the billing department, casually mentions the arrival of another fine boy at his house on May 20.

The new stub billing plan has been put into effect in Navasota and adjacent towns by JAMES LINNEHAN. CHARLES SHRIGLEY will extend this plan to other towns in the Navasota division.

E. W. AUSTIN, chief clerk, was transferred May 14 to the Louisiana division of Gulf States.

ED WARD, line foreman at Port Arthur, was transferred May 6 to the Western Public Service Company as foreman on the construction of the high line between Dayton and Cleveland.

ALLEN LITTLEPAGE has taken PAUL MASTERSON'S place in the Silsbee organization. Paul has gone with the auditing department in Beaumont.

From "Cane Seeds," the employee publication of the Baton Rouge Electric Company come these items of happenings in the Baton Rouge area:

Some 250 members of BRECO attended and enjoyed the Eleventh Annual Company Picnic at Camp Istrouma on June 6th. Quite a number of additional employees and friends getting a late start were unable to reach the picnic grounds because of a rise in the water covering the road, caused by torrential rains for several days previous. Dancing, contest races of all kinds, broad jump, bridge and ball throwing all went to make a most successful day for the picnickers.

## 10 Years Ago

There will be no further progress reports on No. 3 unit at Neches. It is completed and probably will be in regular service when you read this. No. 3 generator was put on the line the first time on May 18. EARL GRIFFITH, in the presence of a large audience, closed the switch thus synchronizing the new unit with the old ones. After a short time it was taken off the line for final adjustments.

June 8 was a day of rejoicing. A telegram from Mr. Riegel to division superintendents tells the story.

"STATISTICAL DEPARTMENT FIGURES SHOW OUR COMPANY HAS JOINED SELECT GROUP WITH RESIDENTIAL CONSUMPTION AVERAGING MORE THAN ONE THOUSAND KILOWATT HOURS PER CUSTOMER PER YEAR. OUR AVERAGE MAY THIRTY ONE ONE THOUSAND THREE. PLEASE PASS GOOD NEWS ALONG TO THOSE WHOSE HARD WORK MADE RECORD POSSIBLE."

The Huntsville Item reported the opening May 16 of our new store and office at HUNTSVILLE as follows:

Despite the steady downpour of rain a large crowd of people called during the opening hours of the Gulf States Utilities Company Monday night to extend their congratulations and inspect the new offices in the Stiernberg building.

Members of the organization who were on hand to greet the guests were Mr. and Mrs. R. T. WRIGHT, Mr. and Mrs. R. M. ANDRUS, Mr. and Mrs. J. H. CATES, Mr. and Mrs. JOE STALLCUP, Miss RUTH LEE, HUBERT WARD and J. D. BARNES.

ROY FRANQUES entered the Hall of Fame on May 10 when he made a hole-in-one at the municipal golf course.

D. O. GIDEON has been transferred to Neches Station and employees of Lakeside Station are sorry to lose a swell boss and wish him every success in his new position.

C. BEAN has been transferred to Neches Power Station from Lakeside Station in Port Arthur.

ANDRE DUBUS and his crew have been busy surveying rice farms. To date a total of 84 farms have been surveyed, or a total of 15,665 acres.

Congratulations to RUBY RAY RIDLEY on having been elected president of the Beaumont Business and Professional Women's Club. Ray has been very active in civic work and is well deserving of the honor.

What they laughed at then . . . . .  
Conductor: "Is that child eight years old, Madam?"

Lady: "Oh, no. He's only seven."  
Conductor: "Then you must pay his fare. Only children under six ride free."

"Are you the man who saved my little boy from drowning when he fell in the lake?"  
"Yes"  
"Well, where's his hat?"

## J. F. Odom Named Madisonville Supt.

A Navasota Division bulletin, too late to make the last issue of Plain Talks, announced the appointment of James F. Odom, formerly commercial sales representative at Huntsville, to the local superintendency of Madisonville, effective April 1. Jimmy will be in charge of operations in the territory comprising the Madisonville district, and will report to V. B. Hereford, district superintendent, Navasota.



Jimmy is a veteran of twenty years service with our company, receiving his 20 Year Service Award at the last annual presentation. He has worked in several Navasota division towns, Madisonville being one of them. A native of Daiville, Texas, he came to Huntsville while still a youngster and it was here that he got his first job, working as a bookkeeper for the V. S. Nance & Co.

He came to Gulf States from this job in May, 1927, joining the sales department as district representative for Huntsville. His first transfer came in February, 1934 when he was made district representative in Madisonville, and he remained there until he was transferred to Calvert as customers service representative in July 1944. He moved back to Madisonville for a comparatively brief stay in 1945, returning to Huntsville in August 1946.

## New Employees

On behalf of all Gulf States, Plain Talks extends a hearty welcome to these new employees. If any of these people are in your building, town or neighborhood, look them up and get acquainted. They are:

BEAUMONT — Patsy Buchanan, stencil; Leo Hickman, t&d; Glynn Buchanan, distribution; Ray Ernest Deaton, line; August Wisrodt, production; C. R. Larpenter, Walter E. Woods, engineering; Lloyd D. Powell, Calvin C. Thaxton, t & d; Mrs. Eleanor J. Triplett, Mrs. Genevieve S. McGuire, Mrs. Evelyn S. Herron, accounting; Mrs. Shirley R. Stiles, plant accounting.

LAKE CHARLES — James Doucette, T. J. Pitman, Anos Rathborn, Gilbert Shelton, Louis Behan, t&d; Oscar Smith, Kenneth Wade, storeroom; Wallace Browne, residential sales; Preston Manuel, water; Clarabelle Norwood, cashier.

BATON ROUGE — Rodney Scioneaux, William Dixon, Arthur Lee Davis, t & d; George Cannon, engineering; Sidney Kilburn, Wickliffe Battley, Robert Dawson, gas department; John LeBlanc, customer contact; Hubert Desselles, production.

LAFAYETTE — Donald Boudreaux, Charles Breaux, Patrick Oliver, t&d.

ORANGE — Raymond Woodard, customer contact, and Ezra Lee Gordan, repair department, Selma Hunter, J. C. Morgan, Joseph W. Perry and Essie Weber, t & d.

OTHERS — Norman Aven, t & d; Jane Read, office clerk, Huntsville. Paul E. Ecriver, H. D. Sanders, Navasota t & d. John Dean, Madisonville sales. Annie Fulcher, Alvin office clerk. John Lahood, Jennings t & d.



# TWO WEEKS IN AN APRON OR HOW TO BE A HOUSEKEEPER IN ONE EASY LESSON

By JACK SHIREY

I would like to pass on to my fellow man the benefits of my experiences for two weeks as cook, nurse, maid and head of the house. This, ironically enough, was caused by the lady of the house doing the man's work of spading in the flower beds and, consequently, being confined to the bed for two weeks. The first tip—if you have gumbo for dirt around your yard, cancel that golf game or fishing trip and do the heavy shovel work for the little woman.

But even though you won't let your wife spade the yard, she might get laid up for some other reason—or just up and take a vacation—so you have nothing to lose by reading this account of my experiences.



Jack Shirey, at home on the range.

Now, to my day. The general procedure is to arise early, at least an hour before your regular time and if you have a boy to get off to school, try and get him up about 30 minutes before he should. This early start gives you confidence for the chores; however, after three or four days you see what a snap it is and wonder why women think housekeeping is a hard job.

After you are firmly on deck start the coffee, and don't be miserly about the amount you make—you have a rough time ahead. While the coffee is going, go get the paper but don't read it—just glance at the headlines, then turn to the comics (this saves time for the youngster). Prepare cold fruit juice and take it in to the patient.

EGGS A LA SHIREY!



You are now ready to start breakfast. There are many good things for breakfast. Don't have the same things every morning. Eggs are nice and easy to prepare even though the dishes and cooking utensils are rather messy to clean. Scramble the eggs. (This is much easier than trying to fry eggs, up or over easy; it's

so easy to break the yolks while turning them, and they don't look so appetizing all broken up.) Remember to remove the scrambled eggs before they are completely done—they seem to cook a little after the heat is turned off and might get too done. Oatmeal is simple to prepare—but something else about eggs: when you fry anything use butter, (go on, splurge)

it gives the food a better flavor and isn't as messy to handle as lard. Making toast is a cinch.



Here, then, is a breakfast for the patient and the rest of the family: Soft eggs scrambled with ham a la Shirey, toast, preserves. Oh yes, always serve the patient first. Step out in the yard and pluck a jasmine or rose bud, place in miniature vase and place on breakfast tray. This, and brightly colored napkins add to the appearance of the meal and the bright smile that greets you pays for the trouble.

Next on the menu is the kid. Check to see if he has washed his face. Cold water early in the morning helps kids to wake up. Insist he get a good start on the milk before he starts Dick Tracy, and by using threats, pleas and sometimes force, you can get him to eat half his breakfast before starting for school. The good school people have taught them about brushing their teeth, but it's a good idea to check anyway, and you can wipe the rim of milk and eggs from his mouth at the same time. The dish towel (which you should keep over your shoulder at all times for emergencies) serves O. K. for this.



Next, make a visit to the sick room to check on things there. Warm up the coffee, take the paper in, raise the shades and make reassuring remarks about the boy's breakfast, etc. By this time you'd better start the dishes. Don't put them off. The kitchen looks sloppy with dirty dishes around. Wear an apron for this job (but don't step out the door—the neighbors make cute remarks about a camera, and saving face takes up your valuable time and all that). Dish washing is the most simple of all kitchen chores. Just use plenty of hot water and soap. If you have something that won't wash off put it outside. The dog has ways and means of cleaning the most obstinate dirty plate. Missy, our cocker, is very adept, but she prefers the meat to the vegetable dishes.

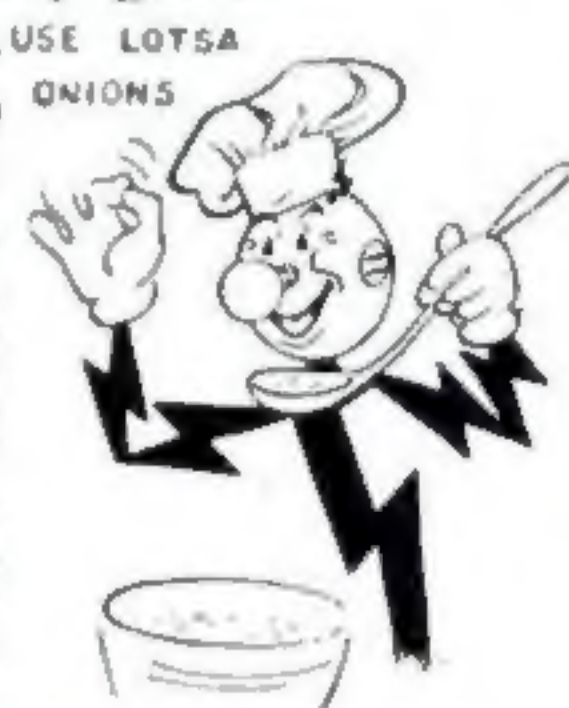


The dishes are through now, and if you rush you can be at work on time. The neighbors have agreed to look in during the day, but leave magazines, water and all sick room necessities in reach. Of course, we could have gotten mother-in-law down to help out but we think going through these things strengthens character and explodes a bunch of feminine theories about the myth of housekeeping drudgery.

At noon let the youngster lunch at the School cafeteria. You can make a hurried trip home and whip up a salad and a sandwich. Let us here give you a recipe for a salad that is simple to prepare: Chop up lettuce, one or more ripe tomatoes, half onion (in chopping onions use chemical goggles, MSA, Cat. No. CE17894. This prevents eye irritation. If onion odor is obnoxious use respirator MSA, Cat. No. CR2981. Since we are on safety devices we might recommend a face shield for frying items in deep fat and asbestos gloves

for handling hot utensils) pimento pepper, 2 large carrots chopped up finely. Put all of these items in a bowl and mix in 2 tablespoons of mayonnaise. Very good!

You get tired of ham-burgers every night so change this up. Take a pound of hamburger meat. Fry it all stirred up with a chopped onion and half can of tomato sauce, and when its about done, break in a couple of big eggs to add nourishment. This is an excellent dish,



and if it's not all eaten you can add chili powder the next meal and have chili. We found that sufficient chili powder will change the taste of anything to taste like chili. Roast beef is also fine. Get a large one so you can have sandwiches and hash occasionally. Make hash similar to the ground meat dish described above only use two big onions and some left-over gravy. You probably have cook books in your kitchen—never use them. You can't do it the way they say and it takes all the romance out of the venture. Don't ask the wife questions about how to prepare food either. It shows weakness on your part and she will have less confidence in your ability.

On my third day tragedy struck. Joe, our turtle, died. He was a young turtle, which leads me to believe he gorged himself on the hash. He should have thrived on the diet that Jackie and I had. The gold fish did all right on it, but that Joe would eat and eat. "Missy" did all right too, except on the chili.

POOR JOE!



There are only a few more pointers I should give you. One is shopping. At the very first, if you are ever faced with a like situation, get a big ham. You can use this for in-between-meals for youngsters, for breakfast and a late snack. Watch your budget, cut out cooking with butter. We overran the grocery budget money with five days to go. Do your laundry on Saturday mornings with the Laundromat. This is a snap. I found out ironing isn't necessary. Just fold sheets and pillow cases neatly, its just as well. You might run an iron over the boy's blue-jeans but after an hours wearing you can't tell if you did or didn't, so forget the ironing.

Sweeping and cleaning isn't a necessity either. However, if you have lady visitors watch them to see if they put their initials on a dusty table—wipe it off before they return for another visit. You can get a bad reputation as a housekeeper by neglecting this. (You know how the girls talk). Don't let any noticeable objects like meat skins or lettuce leaves lie around on the floor either. Just to give you an idea, one lady noticed a dead roach on the screened porch and called my attention to it after the second week.

Thank goodness, "my day" is over. The missus is up and around now and we believe she gained a few pounds—due to our culinary prowess, and being able to relax completely, knowing everything was under control.







*A.D. Downer, Jr.*



*Marie Buckalew*



*Veda Lane Wall*



*Jo Ella Amedee*



*Suanne Wharton*



*Sharyn Flanigan*



*Bill Stokes*



*Sharyn Ramey*

## GROWING WITH GULF STATERS

Behold the child—the ruler of the land. Gulf Staters have quite a few, and fine looking ones, too, as these pictures prove. Boys and girls alike, they all look like champions, don't you agree? Here are the names of the proud parents of these youngsters.

The pride of the A. D. Downer family is the husky youngster pictured above with his first birthday cake. A. D., Jr., is the son of Dorothy Downer of the system engineering department. He was two years old on May 9.

While strolling in the park one day—the camera man snapped this picture of Adele Marie Buckalew, daughter of Henry T. of the Lafayette line crew. Adele Marie was one year old February 22.

Veda Laine Wall is the friendly daughter of Mr. and Mrs. Harold J. Wall of Lafayette. Veda Laine was visiting around the neighborhood just when daddy had the camera out. She counts her birthdays on March 11, the first one this year. Daddy is substation operator in Lafayette.

Jo Ella Amedee, age 15 months when this snapshot was taken, is the daughter of Mr. and Mrs. F. L. Amedee of Baton Rouge. Daddy works at Louisiana Station. Jo Ella celebrates her birthday on February 15.

Cute Linda Suanne is the daughter of Mr. and Mrs. Bob Wharton, of Port Arthur. Bob is serviceman there. Although Linda Suanne was only one year old April 28, she is a veteran photographer's model because papa Bob is a 'shutter bug' and is always taking her picture. Nice model, huh?

Another Sharyn, is the daughter of J. W. Flanigan, Beaumont meter department. Sharyn Lynn, was one year old February 29. When this picture was snapped she was enjoying the summer sun in front of her home.

The young baseball rookie above is the lively son of ye scribe, Jerry Stokes. William, or Bill, passed his first milestone on May 6.

The pert young miss in the Peter Pan costume is Sharyn Ramey, daughter of W. D. Ramey, Jr. of the system engineering department in Beaumont. Sharyn, who was just going out for a dancing lesson when this picture was made, is 3½ years old. Her birthday is November 4.

Independent industrial research by American manufacturers was estimated to cost \$207,384,188 during 1947, a recent survey showed. This was almost \$26 million more than was spent during 1946 in research.

There are more than 3,600,000 individual business enterprises in this country.

Plain Talks extends deepest sympathy to: Charles DeCuir, Port Arthur sales, whose father died June 21 at his home in Orange. Mr. DeCuir was 91 at the time of his death. He had been in ill health for some time.



**OLD FRIENDS VISIT** — Miss Mary Lilyerstrom, Beaumont accounting, chats with former Gulf Stater Alvord Sherman about old times during his recent visit to the Beaumont offices.

During the early part of June, Alvord Sherman, a former Gulf States old timer, was a welcome visitor in Beaumont, his former home. Sherman was formerly an educational director for the company and later an assistant to the president. Subsequently he was located in Jennings where he was connected with the sales department. He is now living in Fairfax, Virginia, his family home, where he is engaged in the real estate business.

Alvord came to Texas to witness the graduation of his daughter, Helene, from the University of Texas. He was accompanied on the trip by his wife and son, Wilson.



# PLAIN TALKS

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*Published for employees of Gulf States Utilities Company as a medium for better appreciation of our responsibilities to each other and the public.*

Editor—Kenneth Sutton

Managing Editor—Jerry Stokes

Associate Editor—Bernard Daigre

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Sybil Causey.....Electric Dept.  
Miner Fugler.....Gas Dept.  
Ella Bee Andre.....Louisiana Station

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J. Roy Peckham.....Alvin District  
Roy Keller.....Beaumont General Office  
Tom Stiteler.....Beaumont Line  
Rose Annie Ray.....Beaumont T & D  
Tennie DeVore.....Liberty District  
Naomi Haynes.....Neches Station  
Dick Eddleman.....Orange District  
Bruce McClelland.....Sabine Station  
Lois Day.....Silsbee District

### LAKE CHARLES DIVISION

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Jimmie Lee Carson.....Lafayette District

Fay Denney.....Lake Charles Division  
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Lorraine Dunham.....Port Arthur T & D

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Jerry Stokes.....Beaumont

Lloyd Clements.....Lake Charles  
Pat Griffith.....Navasota

Charles DeCuir.....Port Arthur

## Editorially Speaking

### IT CAN HAPPEN TO YOU

This issue of Plain Talks carries an item about the promotion of Jimmy Odom to the superintendency of the Madisonville district. Jimmy was formerly a customer contact representative. He is a 20-Year Club member. Last issue there was an item about the election to the board of directors of our company of 30-Year Club member W. R. Bell, who a few months before had been promoted to a vice presidency. A year ago a former power plant engineer, Dick Lawton, was promoted to become superintendent of the newly acquired Riverside Generating Station in Lake Charles. And only six years ago another former power plant engineer, Roy Nelson, was named to the presidency of Gulf States.

You have only to look around you to find many more such instances of employees, who through the years have climbed to supervisory and executive jobs in our company. For instance, there's Frank Smith, superintendent of residential sales for the Baton Rouge division. Frank started out peddling fans and other appliances from door to door. R. J. Robertson and M. B. Marshall, superintendents of production for Louisiana and Texas, respectively, slowly climbed the ladder step by step. Eldon Werner, company personnel director began as a meter reader, became a salesman and went from there to successively bigger jobs.

Promotions don't, however, occur by pure happenstance. Usually in each case there is a combination of personality, ability, and knowledge in the individual chosen, and a love of accomplishment of the work one does, that has indicated a desire to assume greater responsibilities. The significant thing about these bigger jobs and the people who get them is that **IT CAN HAPPEN TO YOU.**

When Mr. Nelson got his first job as a switchboard operator no one guaranteed him that he would become president of a power company. He was merely a trade school engineering graduate who thrilled at the knowledge he had and had an ambition to know more about the work he was doing. He worked up through the ranks to the top. Mr. Bell wasn't assured he would ever be a utility executive either. In fact he worked many long years before he was rewarded with a top ranking position. Mr. Lawton and Mr. Odom both worked in subordinate jobs before they attained supervisory positions.

Before the war Gulf States had grown from a comparatively small utility company to become an important name among the industrial leaders of Texas and Louisiana. During the war Gulf States grew and became more important, and now we are in the midst of an expansion program that will see the expenditure of over \$80 million to make us bigger still. Growth always requires energy and manpower, and there is always room at the top for those who want to get there. Almost anyone who has been a Gulf Stater more than a year can recall the selection of one of his co-workers for a bigger job in our company. And it will be the same next year and the next. It can happen to you. It depends on you.

## Facts File . . .



*Alessandro*  
**VOLTA**  
(1745)  
(1827)

ITALIAN EDUCATOR  
BUILT THE FIRST ELECTRIC BATTERY IN 1800  
-- FOR HIM WAS NAMED  
the "VOLT," UNIT OF ELECTRICAL  
PRESSURE OR ELECTROMOTIVE FORCE (EMF)



THE RESEARCH LAB OF ONE  
ELECTRICAL MANUFACTURER  
INCLUDES 3000 BOOKS, 2000  
PAMPHLETS AND 3500 BOUND  
VOLUMES OF PERIODICALS  
-- ALL RELATING TO  
ELECTRONICS....

THE FLASHLIGHT MADE ITS  
DEBUT IN 1898....





## ALL THEY ASKED WAS AN EVEN BREAK

Building a new country was not easy. But there were men and women willing to turn their backs on a safe life, and their faces toward new frontiers. *All they asked was an even break.*

Free enterprise is another way of saying "an even break." Free enterprise is the basic American principle of vision and personal initiative. Just give an American an even break — a chance to get ahead — and he'll go on from there.

But when government goes into business, in competition with its own citizens, the American ideal of an even break is destroyed. For *government* in business grants itself special privileges that are denied to *people* in business.

Take government-owned power systems, for example. They pay few, if any, taxes; often get money from the U. S. Treasury at little or no interest; make up losses out of the pockets of the taxpayers.

On the other hand, America's *business-managed* power companies are on their own. They pay their full share of taxes, fair interest on the money they borrow. It's a tribute to American self-reliance that *tax-paying, self-supporting companies* supply over 4/5 of the enormous amount of electric power this country depends on . . . at the lowest possible cost.

There are still new frontiers in electric living to be opened. *And businessmen can do the job better than bureaucrats.*

*This is one of the series of advertisements sponsored by Gulf States and other electric companies of America. These ads appear in magazines and newspapers throughout the nation.*